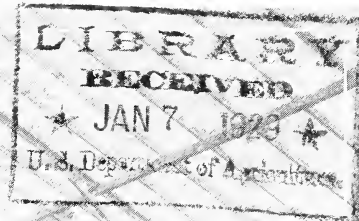


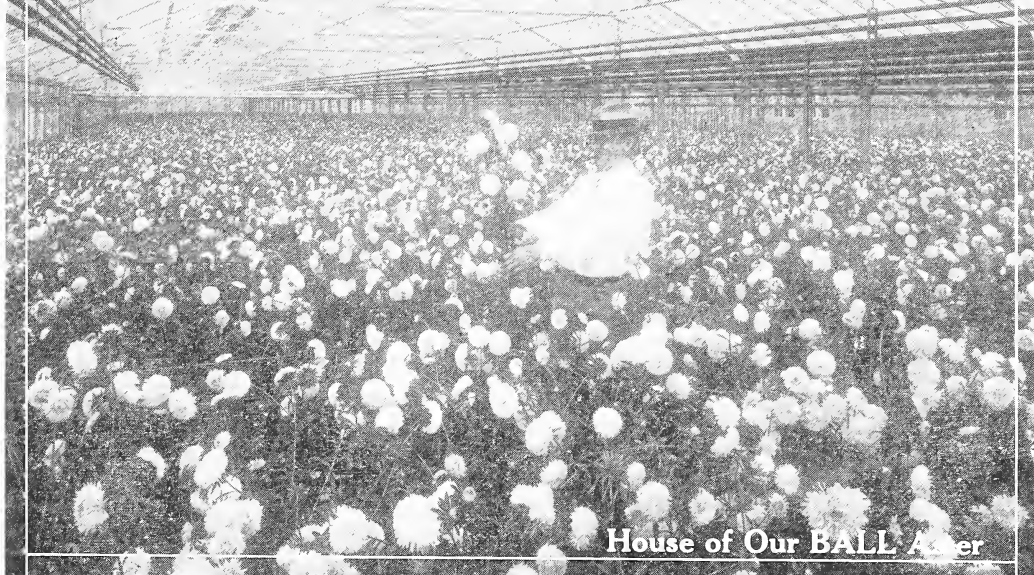
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Geo. J. Ball.



House of Our BALL Aster

Catalog No. 14

January-June 1929

FLOWER SEED Specialties for FLORISTS
WINTER and SUMMER PEAS
BALL CALENDULAS

Stocks, Finest Double Strains

American Asters

Zinnias

Annual Larkspur

Giant Marigolds

Geo. J. Ball
West Chicago, Ill.

Florists' Flower Seed Specialties

THE GROWING PART of our business is not only in our green-houses, but in supplying you with "All the best" in choice strains of flower seeds. Our close contact with the seed fields, as well as our extensive trials of all the items we offer for market, places us in position to know from experience what we are offering you.

For many years we have specialized in the leading flower seed items for cut flowers and, when carefully selected, we find them of increasing interest and value. The interest and profit in the florist business largely depends on an attractive variety of flowers and nothing supplies this so well as the specialties offered on the following pages. We call special attention to our strains of Stocks. We have carefully compared strains from all sources with the American grown seed we are offering, and we never find them better in percentage of doubles and trueness to color and generally not so good as our American grown strains. When grown according to our plan of close planting we find them decidedly profitable. We are also finding an increasing interest in the annual type of Larkspur, both the Stocks or Branching type, and the Hyacinth kind that produce but one long strong spike.

With reports of increasing activity in all lines of industry we feel very sure that every well conducted florist business will find the year 1929 a prosperous one.

Geo. J. Ball.

DISCOUNTS. All orders of \$5.00 or over are subject to a discount of 5% when remittance is enclosed with order. All open accounts are subject to a discount of 2% if paid in 10 days and if unpaid after 60 days are subject to sight draft without notice. If you are unknown to us or have no commercial rating CASH MUST BE ENCLOSED WITH ORDER.

SMALL ORDERS we gladly welcome and assure the same liberal attention to them that we give to large ones. In return we suggest cash with order to avoid charging costs. **SERVICE.** OUR BUSINESS IS BUILT ON SERVICE. We realize that our success depends on your success with our seed. It follows that it is to our interest not only to provide you with the best stocks to be had, but to be of service to you in any growing problems in connection with the stock we are interested in, and we trust you will feel free to write us.

NOTE. The 4-oz. or 1-lb. price does not apply if order is made up of more than one kind; for instance, if 4 ozs. of two, three or four different kinds are ordered, the full 1-oz. price should be allowed on each, not the 4-oz. rate.

We issue leaflets covering in considerable detail the growing of early or winter peas, late or summer peas, calendula, and asters. Any of these we gladly mail you gratis.

The first edition of our book "Better Sweet Peas" is exhausted. We are rewriting and enlarging this and we hope time will permit us to have it ready for you next winter.

GEO. J. BALL - - WEST CHICAGO, ILLINOIS

WEST CHICAGO IS LOCATED 10 MILES WEST OF GLEN ELLYN AND 35 MILES WEST OF CHICAGO, ON ROOSEVELT ROAD.

Late, or Summer Flowering Peas



Pinkie as grown by disbudding or cordonizing.

THIS is the original type of sweet pea from which, about 20 years ago, the winter flowering kinds were evolved. Where winters are dark as in the north, their value under glass is limited because the growth is too strong to set and hold buds without plenty sun. When started in February in pots and planted out after danger of hard frost is past, we find them quite profitable for they flower heavily the last half of June when peas are valuable. No plant the retailer sells to the home gardener will give nearly so much satisfaction as will these early started peas in 3-inch pots.

We issue a circular fully detailing our method of successfully growing late peas out-doors. Shall we send you a copy?

The Season's Finest Late Flowering Novelties

For the grower who wants the best and latest productions we suggest the following new kinds. For our own use we would not think of using any but Pinkie for a rose pink. We carefully inspected both Winnie Morse and Kitty Pierce last June in California and we are certain that they represent the finest available stocks of late flowering double sweet peas. All three of these varieties were originated by C. C. Morse & Co.

PINKIE. This is without question the finest standard rose pink sweet pea we have, and at this year's prices it should entirely replace all in this color class. In color, stem and growth we find it distinctly superior.

PRICES: $\frac{1}{4}$ oz., 25c; $\frac{1}{2}$ oz., 50c; 1 oz., \$1.00; 4 oz., \$3.00 1 lb., \$10.00.

Duplex Spencer Sweet Peas

KITTY PIERCE. Quite a new shade in sweet peas, being a soft light lilac suffused with blush pink. The flowers are quite large with beautifully frilled and wavy petals. Where conditions are favorable for growing peas this will be found an extremely fine exhibition variety.

WINNIE MORSE. This is the largest flowered sweet pea we have ever seen. The color is soft rose pink on a cream ground. The flowers are beautifully frilled and largely duplexed. For size and soft delightful color, this variety is really sensational.

RUFFLED ROSE. An extra large flowering Duplex production. The color is an attractive dark rose, the effect of which is greatly enlivened by a light suffusion of salmon. This is a beautifully frilled flower and a strong outstanding color among the doubles.

Prices on the three above new Duplex introductions, 25c per packet of 20 seeds; 5 packets for \$1.00.

Please bear in mind that our description of the above three duplexed kinds will not be borne out unless conditions are favorable. Where summers are hot they must be started early in pots.

FOR STANDARD VARIETIES TURN THE PAGE.



A CALIFORNIA FIELD OF OUR SWEET PEAS FOR SEED

Late, or Summer Flowering Peas

STANDARD VARIETIES

FOR the past 15 years we have never failed to grow a profitable crop of these late varieties outdoors. In our latitude it would be quite useless to sow seed in the open ground in April or May, though there are sections where summers are not so hot and this works out very well.

We fully appreciate the importance of our list of standard kinds and we carefully discard such kinds as become out-classed by better ones.

	½ oz.	1 oz.	4 oz.	1 lb.
HEBE. The finest large rose pink.....	\$0.15	\$0.25	\$0.75	\$2.50
HERCULES. Standard deep rose pink.....	.15	.25	.75	2.50
HAWLMARK PINK. Rose pink shaded Salmon.....	.15	.25	.75	2.50
ELFRIDA PEARSON. Clear light pink.....	.15	.25	.75	2.50
MISS CALIFORNIA. Large salmon rose.....	.20	.35	1.25	3.00
YOUTH. Light Picotee pink.....	.15	.25	.75	2.50
MARGARET ATLEE. Large cream pink.....	.15	.25	.75	2.50
MRS. CUTHBERTSON. Pink and white; bicolor.....	.15	.25	.75	2.50
SUPREME. Soft, delicate pink.....	.20	.35	1.25	3.00
MARY PICKFORD. Fine cream salmon pink.....	.25	.50	1.50	4.00
CONSTANCE HINTON. Best black-seeded white15	.25	.75	2.50
EDNA MAY IMPROVED. Large white-seeded white.....	.15	.25	.75	2.50
AVALANCHE. Finest white-seeded white.....	.25	.50	1.75	5.00
POWERSCOURT. Finest lilac lavender.....	.15	.25	.75	2.50
AUSTIN FREDERICK IMP. Large rosy lavender.....	.15	.25	.75	2.50
HAWLMARK LAVENDER. Finest light lavender.....	.15	.25	.75	2.50
BLUE BIRD. The finest clear blue.....	.15	.25	.75	2.50
MRS. TOM JONES. A very good blue.....	.15	.25	.75	2.50
COMMANDER GODSALL. Deep violet blue.....	.15	.25	.75	2.50
CRIMSON KING. Fine sunproof crimson.....	.15	.25	.75	2.50
ROYAL SCOT. Sunproof orange scarlet.....	.15	.25	.75	2.50
CAMPFIRE. Sunproof deep scarlet.....	.20	.35	1.25	3.00
ROYAL PURPLE. Large rich purple.....	.15	.25	.75	2.50
WARRIOR. Deep bronze maroon15	.25	.75	2.50
MATCHLESS. Clear deep cream15	.25	.75	2.50
DOREEN. Large rich carmine.....	.20	.35	1.25	3.00
"ALL THE BEST MIXTURE. Of colors most wanted.....	.15	.20	.65	2.00

BALL Winter Peas

BALL ROSE. Originated and introduced by us and we use it exclusively for rose pink. The color is a rich sparkling one. Freely produced on long stems.

PRICES: 1 oz., \$1.00; 4 oz., \$3.50; 1 lb., \$10.00.

BALL'S BLUE. Originated and introduced by us; of fine large Spencer form; the color is an even true blue under all conditions, and this is especially in its favor when temperatures get high in the spring. No stock available until August 1, 1929.

PRICES: 1 oz., 85c; 4 oz., \$3.00; 1 lb., \$10.00.

BALL ORANGE.

Awarded the S. A. F. Gold Medal for its deep glowing orange color which is without a trace of dark shading. The last word in Early Flowering Orange sweet peas.

PRICES: ½ oz., \$1.00; 1 oz., \$2.00; 4 oz., \$7.00; 1 lb., \$24.00.



BALL ROSE

This is without exception the finest colored Early sweet pea. All ordinary rose colored kinds seem faded when compared with it. To insure your supply for early planting let us book your order now for July delivery.

While we spend time freely trying out new varieties we fully realize the importance of our list of standard kinds. The comparative values of all kinds in this list is carefully watched to insure it being up to our slogan, “All the best and nothing else.”

	1 oz.	4 ozs.	1 lb.
COLUMBIA. Finest Blanche Ferry pink.....	.50	\$1.50	\$ 5.00
GIANT ROSE. Finest large rose.....	1.00	3.00	12.00
SPRINGSONG. Large rose suffused salmon.....	2.00	7.00	25.00
BALL ROSE QUEEN. Best long-stemmed rose.....	.65	2.00	7.00
SUPERIOR PINK. Rich dark rose.....	.65	2.00	7.00
ZVOLANEK'S ROSE. Standard Rose.....	.50	1.75	6.00
ROSE QUEEN. Standard light rose.....	.40	1.50	5.00
JEANNE MAMITSCH. Extra long-stemmed rose.....	.65	2.25	7.00
FAIR MAID. Large, light rose.....	.50	1.50	5.50
PINK CHEROKEE. Bright cream pink.....	.65	2.00	7.00
LOUISE GUDE. Standard rose.....	.50	1.50	5.50
HARMONY. Finest standard lavender.....	.50	1.75	6.00
LAVENDER KING. Standard rosy lavender.....	.50	1.75	5.50
SWEET LAVENDER. Light lavender; not tall.....	.50	1.75	5.50
QUAKER LADY. Rosy lavender.....	.40	1.50	5.00
BLUE BIRD. Standard blue.....	.50	1.75	6.00
TRUE BLUE. Even true blue.....	.50	1.50	5.50
BLUE JACKET. Extra dark blue.....	.40	1.50	5.00
SILVER BLUE. Light or silver blue.....	.50	1.75	6.00
MRS. HARDING. Light blue.....	.50	1.75	6.00
SNOWSTORM. Standard white.....	.50	1.75	6.00
WHITE HARMONY. Finest black-seeded white.....	1.00	3.00	
WHITE STAR. Black-seeded white.....	.50	1.50	5.50
BURPEE'S ORANGE. Standard orange.....	.65	2.50	8.00
MRS. KERR. Rich salmon.....	.65	2.50	7.00
ELDORADO. Orange salmon.....	.75	2.50	8.00
VULCAN. Brilliant scarlet orange.....	.50	1.75	6.00
EARLY BRIGHT LIGHT. Improved Vulcan.....	1.00	3.50	12.00
GRENADIER. Rich scarlet, long stem.....	.65	2.25	8.00
FLAMINGO. Orange suffused salmon.....	.50	1.75	6.00
GORGEOUS. Large salmon cerise.....	.50	1.50	5.50
GLITTERS. Fiery orange scarlet.....	.50	1.75	6.00
CHEVALIER. Extra large deep rose.....	.50	1.75	6.00
GLORIOUS. Clear rosy purple.....	.50	1.75	5.00
YARRAWA. Long stem, rose and cream.....	.50	1.75	5.00
AURORA. Orange scarlet.....	.50	1.75	5.00
HARLEQUIN. Striped deep chocolate.....	.50	1.75	5.00
MEADOW LARK. Clear Deep cream.....	.50	1.50	5.00
“ALL THE BEST” MIXTURE. Finely balanced mixture.....	.40	1.50	4.00

The BALL Calendula —

THE flowers pictured on this page are not just Calendu'las, they are BALL CAL-EN'DULA. Note where the accent belongs: We are frequently asked for the proper pronunciation of this word, which prompts this information.

We realize that your real interest is in getting not only good, but the best strains of this seed. Our business is to produce them for you—florists only. Please bear in mind that the strains we sold you last Summer are in flower now in our greenhouses. In fact, we have stock in flower now of the seed we will supply you next July. In other words, we have an absolute check on the seed we sold you the past season, as well as what we will sell you next summer. In plainer words, we know absolutely that we are selling you good strains, and that if you provide proper growing conditions they will do as well for you as they do for us. Furthermore, we have the advantage of the same check on all other lines we sell seed of and this is of value—to you. We cordially invite you to come and see for yourself the various trials of Calendula at our Glen Ellyn greenhouse plant. While we have no crimson color to offer you, nor do we ever expect to offer, or see one, we do have a clear light brown suffused apricot with a dark eye, to be known as BALL'S APRICOT, and this will be ready to release about August 1, 1929. Our cut flower business finds this highly attractive. We find our new BALL'S SUPREME the most profitable one on our list. The flowers have a strong dark center that forms a striking contrast with the rich light orange of the petals.



HOUSE OF WELL-GROWN BALL GOLD CALENDULA
AT GLEN ELLYN, ILL.

"When Better Calendulas Are To Be Had, We Will Have Them."

With apologies to General Motors.

—Standard of the World

BALL ORANGE. Improved stock. This is a strong glistening orange color, extra large and under proper conditions will come fully 99% double—somewhat more compact in growth than original stock but stems are amply long for any purpose.

BALL'S GOLD. Improved stock. Pictured below. This is a deep golden yellow suffused with orange. The flowers are extra large and the stems extra long. This strain is a great improvement on the one we originally sent out as GOLD. It comes practically 100% clear gold flowers. While we do not recommend growing this as heavily as the orange, it will be found a strikingly rich color: since the limitation on bulb stock of this color, Gold Calendulas have become increasingly popular.

BALL'S SUPREME. From the standpoint of profit we find this our supreme achievement in Calendulas. The color is a rich light orange, softer than our original orange and decidedly more attractive because of a finely contrasting dark brown center. It is not quite so large as the Orange or Gold but this is more than balanced by its freer blooming habit.

PRICES on all BALL CALENDULAS: $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$2.00; 1 oz., \$3.00.

BALL'S LEMON QUEEN. Though not a Ball Calendula, we have bred up this stock to a point where the flowers are fairly large and borne on good stems. The color is light or lemon yellow.

PRICED at, Trade Packet, 25c; $\frac{1}{4}$ oz., 50c; $\frac{1}{2}$ oz., 75c; 1 oz., \$1.00.

NANKEEN. This is a cream-shaded Apricot with a light pink flush.

TRIANON. This is an Apricot shaded yellow with a dark center.

Both these kind are small flowered, freely produced and on short stems. Except during the hottest part of summer Calendulas make a fine showing outdoors, and Nankeen and Trianon have a value for this purpose; both are priced at: $\frac{1}{4}$ oz., 25c; $\frac{1}{2}$ oz., 50c; 1 oz., 75c.

100% True Gold



ONE OF OUR FIELDS OF OUR NEW STRAIN OF GOLD CALENDULA. To insure our supply we had three such lots of this strain growing in California. Photographed at Salinas, Calif., June 1, 1928.



12,000 SQ. FT. of AMERICAN STOCKS GROWN ON SINGLE STEM OR CLOSE PLANTING METHOD.
PHOTO JUNE 1, 1928, AT BALL GARDENS, WEST CHICAGO, ILL.

American Stocks

BECAUSE of the fine, long-stemmed types that are available with a good percentage of doubles and because it requires but three months from planting seedlings to develop a crop, our strains of Perpetual, Nice and Bismarck Stocks will be found valuable for cut-flower purposes. We very carefully try out all strains and colors of Stocks from all sources, not only for the benefit of our seed trade, but for our large cut-flower interest as well, and we are just as sure as it is possible to be that the varieties are up to our high standard, because a trial of every bag of seed we sell from is tested for its percentage of doubles, removing every element of chance. As growers, we fully appreciate the loss a grower sustains with a lot of single Stocks and this is an important matter in these days of close margins. With the system of growing Stocks that we practice, we find them a really worth-while crop and decidedly more profitable than the old plan of liberal spacing and topping. We publish a leaflet fully detailing our method of handling this important specialty, as well as all available general information of interest to growers. We will gladly furnish you with a copy on request.

THE following list is made up from our trials of the past season and we know from experience the value of every one of them. In close planting for single stems we find little difference in the habits of any of the three cut flower classes, except that the Bismarck group is not quite as branched, which is an advantage in close planting, also this group is about a week earlier than the Nice or Perpetual Branching kinds. The Ten Weeks class are quite dwarf, but well branched and are valuable only for pot plants or bedding.

"PROFITABLE STOCKS" is the title of a leaflet for the grower of this crop who is not familiar with it. We will gladly send you a copy.

“All the Best” in Florists’ fine Stocks

THE following list includes only colors that we find the most desirable ones for market; however, the deep blue in Summer Night is not wanted in quantity. La France is a fine strong grower but the pink blush is very faint. Crimson colors are also easily overdone in a wholesale market. Lavender, rose or pink and white, in the order named, are the standard colors, but such colors as we have in Aurora, Heatham Beauty and Golden Ball are very fine. The varieties we find most popular are starred.*

IMPROVED BISMARCKS.

A few varieties in this group, notably Bismarck white, are a week or ten days earlier than either the Nice or Perpetuals. The Bismarcks do not branch as freely as either of these groups and for this reason we find them especially valuable for our close planting method of growing this crop.

WHITE. Extra early, clear white.

***ROSE.** Fine clear rose.

LILAC. Rich lilac lavender.

***LAVENDER.** Fine clear lavender.

CHAMOIS. Ivory tinted old rose.

GOLDEN BALL. Clear, rich ivory yellow.

PRICES: $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.50; 1 oz., \$3.00.

CHOICE MIXED. $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

PERPETUAL BRANCHING.

Of strong branching habit but with fine stems; large percentage of doubles.

SNOWDRIFT. Fine, large, clear white.

PRINCESS ALICE. Early white; not suitable for single-stem planting.

LA FRANCE. Blush; nearly clear white; extra long-stemmed.

***ROSE.** Rose pink; fine standard color.

***HEATHAM BEAUTY.** Rose shaded terra cotta; extra fine.

MAY QUEEN. Extra long-stemmed dark lavender.

***EMPRESS AUGUSTA VICTORIA.** Silvery or light lavender; fine.

SAPPHIRE. Strong dark purple.

BEAUTY OF NICE.

Some of the choicest kinds are under this heading. Fine long stems and pleasing colors.

ALMOND BLOSSOM. White, lightly shaded pink.

SOUV. DE MONACO. Best crimson; very late.

***AURORA.** Golden buff shaded rose; extra fine.

***SUMMER NIGHT.** Deep blue or purple; extra early.

SALMON KING. Salmon rose; strong growth and color.

***MONT BLANC.** One of the finest whites.

MONTE CARLO. Light or canary yellow.

COTE D’AZURE. Fine light blue or lavender.

AMERICAN BEAUTY. Deep rose pink.

BEAUTY OF NICE. Fine soft pink.

Prices on all PERPETUAL BRANCHING and BEAUTY OF NICE varieties: $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

Either PERPETUAL BRANCHING or BEAUTY OF NICE CHOICE MIXED, priced at $\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

TEN WEEKS.

This class is valuable only for pot plants or bedding purposes, because of their compact growth and short stems. They produce a high percentage of doubles.

Blood Red, Deep Rose, White, Carmine Pink, Canary Yellow, Lavender.

Prices: $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

“ALL THE BEST” MIXTURE of TEN WEEKS colors: $\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

“ALL the BEST” in —

WHILE stem rot and blight add some uncertainty to aster growing, we do not recall ever having grown a crop that was a complete failure and occasionally with a favorable season they will prove highly profitable as out-door crops go. According to our experience they should not be started too early in the greenhouse and transplanted several times. This seems to check or weaken them, giving stem-rot a foot-hold. We find it best to sow out-doors in a sheltered frame as early as out-door work can be gotten at, and transplant the seedlings to the field. If the surface soil does not bake too hard to let the seedlings through, we find it even better to sow in the field where they are to flower. Very late kinds, however, will not have time enough to mature if sown late. The most serious pest the Aster is subject to in our section is what is known as the yellows. This is a germ disease that is conveyed to the plants by an insect known as the leaf-hopper. It has been clearly demonstrated that Asters can be kept entirely free of this disease by screening out the hopper. A medium fine grade of cheese cloth will do this but it must enclose the plants absolutely—sides and overhead. The careful Aster grower who accepts the poor with the good seasons will average up very well indeed, with this crop.



California Giant Type. This cut does not show the great size and wonderfully long stems of this class.

if sown late. The most serious pest the Aster is subject to in our section is what is known as the yellows. This is a germ disease that is conveyed to the plants by an insect known as the leaf-hopper. It has been clearly demonstrated that Asters can be kept entirely free of this disease by screening out the hopper. A medium fine grade of cheese cloth will do this but it must enclose the plants absolutely—sides and overhead. The careful Aster grower who accepts the poor with the good seasons will average up very well indeed, with this crop.

The BALL Aster

Pictured on the front cover of this catalogue, was originated and released by us in 1920. It is generally accepted as the finest white aster of any season on the list. The flowers are large and deep, perfectly double and of the purest white color. None of the later branching whites, though coming in later, will compare with the BALL ASTER for size and depth. It comes into flower the last of August, immediately following the Royal group and when grown under glass as pictured, it is cleared by September 15. At this date, December 15, this same space is in full crop with Stevia that had been growing out-doors.

Trade Pkt., 50c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.00; 2 oz., \$3.50.

—American ASTERS

Standard Varieties

WHILE this Aster list is not a long one as lists go, we find it covers “All the Best” in the standard groups.

QUEEN OF THE MARKET

This is the standard early Aster of the branching habit, producing medium size flowers on good stems. The following are the choicest colors.

Crimson	Light Lavender
Shell Pink	Purple
Rose Pink	White
	Dark Lavender

¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00.

Mixed, all colors: ¼ oz., 25c; ½ oz., 40c; 1 oz., 75c.

EARLY ROYAL. This is a fine long-stemmed type with flowers nearly as large as the later kinds. It immediately follows Queen of the Market and is a most valuable group. The following are the choicest market colors.

Lavender, Deep Rose, Purple, White, Shell Pink.

¼ oz., 40c; ½ oz., 75c; 1 oz., \$1.40.

Mixed, all colors: ¼ oz., 30c; ½ oz., 50c; 1 oz., \$1.25.

KING TYPE. Distinctively quilled or pointed petals. Best colors are: Shell Pink, White, Lavender, Rose.

¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25.

Mixed, all colors: ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00.

AMERICAN BEAUTY. One of the finest of the late Asters with very vigorous growth and long stems. Blooming period covers nearly all of September. The following are the choicest colors:

Azure Fairy, Rose, Shell Pink, Purple, White, Lavender, Peach Blossom.

¼ oz., 50c; ½ oz., 80c; 1 oz., \$1.50.

Mixed, all colors: ¼ oz., 40c; ½ oz., 75c; 1 oz., \$1.40.

AMERICAN BRANCHING

For many years this has been and is today the standard late branching Aster. All colors, especially lavender, are extra long-stemmed and vigorous. Following are the best market colors:

Azure Blue, Lavender, Deep Rose, Peach Blossom, White, Sensation (Finest Brilliant Red.)

¼ oz., 35c; ½ oz., 65c; 1 oz., \$1.25.

Mixed, all colors: ¼ oz., 25c; ½ oz., 50c; 1 oz., \$1.00.

CALIFORNIA GIANTS. Of the Crego type of flower; strictly non-lateral, which means no disbudding. Flowers are extra large and fluffy and produced on graceful stems. Because of extra strong growth this group requires longer to develop, and, unless planted early, the frost will get them in some sections. The choicest colors are:

Deep Rose, Peach Blossom, Light Blue, Dark Purple, Giant White.

Trade pkt., 50c; ¼ oz., 75c; ½ oz., \$1.50; 1 oz., \$2.50.

Mixed, all colors: ¼ oz., 65c; ½ oz., \$1.25; 1 oz., \$2.25.

HEART OF FRANCE—Dark Ruby Red.

¼ oz., 50c; ½ oz., 80c; 1 oz., \$1.50.

PEERLESS PINK—Rich Shell Pink.

¼ oz., 50c; ½ oz., 80c; 1 oz., \$1.50.

We have written a circular that fully covers our experience in growing Asters both out-doors and under glass. Whether we sell you your seeds or not, we will gladly mail you a copy.

Giant Zinnias

ZINNIAS will not flourish without plenty of heat and sunshine. They can be sown early in March, grown on in 2-inch pots and planted out a month later and be had in crop by the end of May. Our last sowing is made in the open ground any time in June. The wide popularity of the Giant Zinnias makes the retailing of 2-inch pot plants in the spring, a profitable item. In starting Zinnias do not forget that heat is necessary. A cold soil will rot the seed. For your sake, as well as ours, do not forget this important fact.



GIANT DAHLIA-FLOWERED ZINNIA.

Dahlia Flowered Type

IT is generally agreed that the finest type of modern Zinnia is the Dahlia Flowered and the very best of the varieties are the following:

ORIOLE. Large golden orange.

CANARY BIRD. Deep primrose.

EXQUISITE. Fine clear rose.

OLD ROSE. A real old rose.

GIANT ATTRACTION. Glistening brick red.

SPECIAL OFFER. One trade packet of each of the nine varieties of Dahlia Flowered Zinnias for \$2.00.

SPECIAL GOLD MEDAL MIXTURE. This is a combination of the above named varieties. Nothing but true Dahlia Flowered Stock. $\frac{1}{4}$ oz., 50c; $\frac{1}{2}$ oz., 80c; 1 oz., \$1.50.

GOLDEN STATE. Rich deep yellow.

CRIMSON MONARCH. Large brilliant red.

DREAM. Deep Lavender.

POLAR BEAR. White.

Priced at: Tr. Pkt., 25c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

Giant Mammoth or Colossal Zinnias

This is a large flowered type with more loosely placed petals than the Dahlia Flowered type. The colors we offer are the very best of the class.

ORANGE KING

ROSE QUEEN

MISS WILMOTT—Soft pink.

$\frac{1}{4}$ oz., 35c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00.

Dwarf or Pumila Zinnias

THIS is a medium size type that is used to advantage in Summer cut flower work. For out-doors the growth is compact, making them ideal for bedding. The following are the choicest of this group:
SALMON ROSE. As named, extra choice. **FIRE BALL.** Very bright scarlet. **GOLDEN YELLOW.** As named, extra fine. $\frac{1}{4}$ oz., 25c; $\frac{1}{2}$ oz., 50c; 1 oz., 75c.

Elegans or Lilliput Zinnias

THIS is a small or pompon type, fully double and highly attractive for bedding or cut flower work. For cut flower purposes we find the demand is principally for either the extremely large Dahlia flowered type or the very small perfectly formed Lilliput class. We find the choicest colors to be:
SALMON ROSE, GOLDEN BALL, SCARLET GEM. $\frac{1}{4}$ oz., 30c; $\frac{1}{2}$ oz., 50c; 1 oz., 80c.

We find all types of Zinnias very fine to plant under glass for summer cutting. No summer crop that we grow will flourish and produce finely colored clean flowers, as will Zinnias under glass during the heat of summer.

Giant African Marigolds

WE call particular attention to our strain of this valuable summer cut flower. We grow these big double flowers largely out-doors and we realize the loss a grower sustains in strains that do not run fairly high in doubles and for this reason we have been giving particular attention to our stock of this valuable annual. Our stock will be found of the true Giant type with a large percentage of doubles, 100% is impossible in this type. We find them a valuable under glass crop for early summer. For this purpose seed should be started about March first, grown in 2-inch pots and planted out on a raised bed in April; this gets them in crop with fine stems in June. They will grow 2 feet tall and should be supported and for best results disbudded. If grown on a ground bed under glass the growth becomes too rank and flowering delayed. Do not plant out-doors until danger of frost is past, for they are easily destroyed. We find the demand calls for about $\frac{2}{3}$ Orange and $\frac{1}{3}$ Lemon. Trade Pkt., 25c; $\frac{1}{2}$ oz., 40c; 1 oz., 75c.

Tall French Single Marigold

JOSEPHINE. This is a small flowered, tall growing type that is attractive for summer cut flowers. It also has a distinct value as an early spring pot plant; by starting in February it can be had in flower in 3-inch pots. The flowers are single rich dark brown color with a golden yellow edge. Trade Pkt., 25c; 1 oz., 50c.

Dwarf French Single Marigold

LEGION OF HONOR. This is a beautiful single dwarf kind, a rich brown color and valuable for bedding. Trade Pkt., 25c; 1 oz., 50c.

SALVIA, AMERICA. Of all our bedding plants, nothing quite takes the place of the red Salvia, and we find America the best on the list for this purpose. The growth is compact and extra free flowering. Our stock is a choice and selected one from last season's crop. Trade pkt., 50c; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$2.00; 1 oz., \$3.50.

Snapdragons

(ANTIRRHINUMS)

WE are very much interested in the choice distinctive commercial colors of this important cut flower annual and to check up on the extensive and increasing number of new kinds offered annually we conduct trials of all new varieties. These will be found at our Glen Ellyn greenhouses, and about May first should be of interest to growers planning for this crop. We supply the following varieties in our own packets and all have been grown for us under our own supervision in California. We find the germination of this stock decidedly better than that of greenhouse grown seed and in every case it is tested for germination before sent out: this insures you live seed. Furthermore, we guarantee that the seed stock was rogued 100% and it will be found fully as true to color as any greenhouse grown seed can be.

We can furnish you fresh seed of the following standard kinds.

Nanum Grandiflorum

(HALF DWARF)

Nearly all the standard greenhouse-cut flower kinds belong in this group.

	Tr. Pkt.	1/8 oz.	1/4 oz.
MAJESTIC TWILIGHT. New deep yellow-shaded rose; largest flowered variety in existence.....	\$0.50	\$2.00	\$3.50
PENN ORANGE. Orange with Pink Sheen.....	.50	2.00	3.50
	Tr. Pkt.	1/2 oz.	1 oz.
HARMONY. Terra Cotta shaded Rose—Fine.....	\$0.25	\$0.30	\$1.00
GOLDEN QUEEN. Clear yellow.....	.25	.40	1.25
CLIMAX. Orange and gold combination.....	.25	.50	1.50
EMPRESS. Rich velvety crimson.....	.25	.50	1.50
FAWN. Terra Cotta pink suffused yellow.....	.25	.50	1.50
GLORIA. Rich deep rose pink.....	.50	.75	2.00
NELROSE. Deep rose pink.....	.50	.75	2.00
PHILADELPHIA PINK. Finest of the Silvery pinks.....	.50	1.25	4.00
SILVER PINK. As named.....	.50	.75	2.00
PURITY. Best Clear White.....	.25	.50	1.50

Giant or Maximum Type

This is an extra strong growing type of Snapdragon producing 5 to 6 foot stems under greenhouse conditions if planted early. We find the following kinds are choice and come quite true to color.

	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
CATTLEA. Beautiful rosy lilac.....	\$0.35	\$0.75	\$1.25	\$2.50
THE ROSE. Strong deep rose pink.....	.35	.75	1.25	2.50
WHITE ROCK. Extra size clear white, 1/8 oz., \$2.00.....	.50	3.50	-----	-----
ORCHID. Beautiful mauve pink.....	.35	.75	1.25	2.50
RUBY. Glowing ruby red.....	.35	.75	1.25	2.50
COPPER KING. Velvety copper scarlet.....	.35	.75	1.25	2.50

We can also supply the following in originator's sealed packets.

	Packet
JENNIE SCHNEIDER. Columbia Rose Pink.....	\$1.50
HELEN. Attractive bright salmon.....	1.00
CHEVIOT MAID. One of the choicest pinks.....	2.00
PHILADELPHIA PINK. Finest of the silvery pinks.....	1.00
WHITE ROCK. Extra size clear white.....	1.00

Valuable Flower Seed Specialties

ANNUAL LARKSPUR

For both indoor and outdoor growing this type has a distinct value for both the market and retail grower. They are long-stemmed, fine, colorful flowers. Easily grown, with an especial value for outdoor summer flowering. For this purpose the seed should be sown early in deep rich soil. For an earlier crop the seedlings or 2-inch pot plants can be started March 1 and transplanted 8 to 10 inches apart in rows.

The Hyacinth-Flowered type does not branch, producing one long spike; for this reason we prefer to use it indoors only and plant it close, about as we do stocks.

BRANCHING OR STOCKS-FLOWERED

EXQUISITE PINK IMPROVED. Nearly 100% true to color and improved in color and growth. Trade pkt., 50c; 1 oz., \$2.00.

The standard kinds are: Exquisite Pink, Newport Pink, Scarlet Rose. Trade Pkt., 25c; 1 oz., 75c. Mixed, all colors: Trade Pkt., 15c; 1 oz., 50c.

GIANT HYACINTH-FLOWERED. We can supply the following colors: Dark Blue, White, Pink, Purple. Trade Pkt., 25c; 1 oz., 90c.

CANDYTUFT

GIANT HYACINTH-FLOWERED. This is a greatly improved selection of the variety Empress. Extra large—flowering pure white and a valuable cut flower. Trade Pkt., 25c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$6.00.

UMBELLATA CANDYTUFT. This is the popular colored candytuft and we find it one of the most profitable crops we grow for spring cutting, using it largely to follow early planted Calendula beds that are cleared March 1. Can be sown in January or February and transplanted about 6 inches each way. When planted March 1 it should be in for Mothers' Day. We find the following are the choicest colors: Carmine, Lavender, White and Flesh Pink. Trade Pkt., 25c; 1 oz., 40c; Rose Cardinal, Trade Pkt., 35c; 1 oz., 75c.

SCABIOSA. Distinctly valuable as an outdoor cut flower, particularly for retail growers.

PEACH BLOSSOM. A soft pleasing pink. **SHASTA.** Large double pure white.

The above two are recent introductions and priced at: Trade Pkt., 25c; 1 oz., \$1.00.

AZURE FAIRY. Beautiful lavender blue. **KING OF BLACKS.** Velvety black purple.

Above two priced at: Trade Pkt., 25c; 1 oz., 50c.

GYPSOPHILA ELEGANS. This is the popular white, Paris market type, and is grown in large quantities for market growers and is indispensable for the retail grower; must be grown in a shallow bed to insure free flowering and a sowing should be made at 2 or 3 week intervals. Priced at: 1 oz., 25c; 4 ozs., 75c; 1 lb., \$1.50.

GYPSOPHILA PANICULATA. Double snow white. Trade Pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.00; 1/2 oz., \$3.50; 1 oz., \$6.00.

BALL MIGNONETTE. This will be found much lighter and more attractive than New York Market. The flower spikes are especially heavy and it has the further advantage of being about 2 weeks earlier than New York Market.

NEW YORK MARKET. This is the standard cut flower variety. Our strain will be found the true long-stemmed type. Both varieties priced at: Trade Pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.

ANNUAL LUPINES

When well grown these are valuable for cut flowers.

ROSEOUS, SKY BLUE, DARK BLUE, WHITE. Trade Pkt., 15c; 1 oz., 35c.

POPPY, SHIRLEY. In limited quantities we find this a valuable cut flower item. Sown in January, they will flower in May. They do not stand transplanting. Following are the choicest cut flower colors.

DOUBLE PINK SHADES—SELECT STOCK; ORANGE SCARLET—vivid color; SALMON. Trade Pkt., 25c; 1 oz., 50c.

HELICHRYSUM—

Strawflowers

Grown and used in increasing quantities. According to our trials, the following are the choicest colors and the strain is the best to be had: Canary Yellow, Crimson, Fireball, Golden Globe, Rose Carmine, Rose Queen, Salmon, Scarlet, White, Mixed.

All except Rose Queen priced at: Trade pkt., 25c; 1 oz., 60c; 4 ozs., \$2.00. Rose Queen: Trade pkt., 50c; 1 oz., \$1.25; Mixed: Trade pkt., 20c; 1 oz., 50c; 4 ozs., \$1.75.

CENTAUREA CYANUS—

Double cornflower

Easily grown, long-stemmed and fine colors. We find the demand calls for about three-fourths in the clear blue.

Blue, Rose, Carmine, White.

Priced at: Trade pkt., 25c; 1 oz., 40c; 4 ozs., \$1.50; 1 lb., \$4.50.

One trade pkt., each color, 75c.

CENTAUREA IMPERIALIS —

Sweet Sultan

Thistle type of cornflower. Very effective. Amaranth Red, Brilliant Rose, Deep Lavender, Delicate Lilac, Rose, White.

Trade pkt., 25c; 1 oz., 75c; 4 ozs., \$2.50; 1 lb., \$8.00.



CENTAUREA CYANUS

HARDY PERENNIAL SPECIALTIES

SHASTA DAISY ALASKA. Trade Pkt., 50c; 1 oz., \$2.00.

GAILLARDIA GRANDIFLORA. Trade Pkt., 25c; 1 oz., 50c. Gaillardia Dazzler. Extra select, large-flowering strain. Trade Pkt., 50c; 1 oz., \$1.00.

COREOPSIS LANCEOLATA GRANDIFLORA. Trade Pkt., 25c; 1 oz., 50c. Lanceolata Fl. Pl., Double-Flowering Coreopsis. $\frac{1}{4}$ oz., 35c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00.

DELPHINIUMS, Belladonna and Bellamosum. $\frac{1}{4}$ oz., 85c; $\frac{1}{2}$ oz., \$1.50; 1 oz., \$2.50. Gold Medal Hybrids. $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.00.

STEELE PANSIES. We find this a fine strain either for cut flowers or spring plants. Miracle Mixed: $\frac{1}{16}$ oz., 85c; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.75; $\frac{1}{2}$ oz., \$5.25; 1 oz., \$10.00; 2 oz., \$19.00. Mastodon Greenhouse Special: $\frac{1}{16}$ oz., 65c; $\frac{1}{8}$ oz., \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00; 2 oz., \$11.00.